



Chairman Tom Wheeler
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Dear Chairman Wheeler:

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The United States Hispanic Chamber of Commerce (USHCC), which represents the 3.16 million Hispanic businesses contributing \$468 billion dollars to the economy this year, strongly advocates that the FCC conduct an incentive auction that is open to all bidders, not one that imposes cumbersome restrictions. This framework should maximize the amount of spectrum that is reallocated for wireless use.

As you are aware, demand for spectrum is growing exponentially, especially as reliance on smartphones and tablets to access the internet, utilize apps, and watch video content has become far more commonplace. This is especially true among Hispanics.

Bridging the digital divide for Hispanics is particularly dependent on strong wireless options. Hispanics are more likely than non-Hispanics to access the internet from a mobile device (76 percent versus 60 percent, according to Pew Research). In both the near and long term, wireless is the key for linking Hispanics to the internet-connected world. For that reason, it is imperative that there is sufficient spectrum allocated for wireless use. If not, our members and others will surely feel the negative impact of the spectrum crunch.

For wireless providers to have the maximum amount of spectrum available in the near future, the FCC must oversee an auction devoid of any undue bidding restrictions. Numerous studies have shown the adverse effects that can occur from such restrictions, both in terms of revenue and reallocation. In other words, the incentive auction could fail if restrictions keep potential bidders from competing for much-needed spectrum and broadcasters then lack the financial incentive to sell their spectrum. Such a serious setback to heading off the approaching spectrum crunch cannot happen.

Hispanic businesses and consumers are depending on the FCC to do the right thing: conduct an incentive auction that is open to all bidders. This is a task of critical national importance. From supporting once unthinkable innovations to bridging the digital divide, spectrum is the key to ensuring that our wireless economy continues to grow. For all of these reasons, the USHCC urges the FCC to construct its plans based on the parameters laid forth above.

Thank you for your consideration. Please do not hesitate to contact me or Marco De León, USHCC Vice President of Government Affairs & Policy, at mdeleon@ushcc.com or (202) 715-0477.

Respectfully submitted,

Javier Palomarez
President & CEO
USHCC

*Denotes Region Chair